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CONSUMER TIME

PEANUTS

NETWORK: NBC

DATE: November 24, 1945

ORIGIN: WRC

TIME: 12:15-12:30 PM - EST

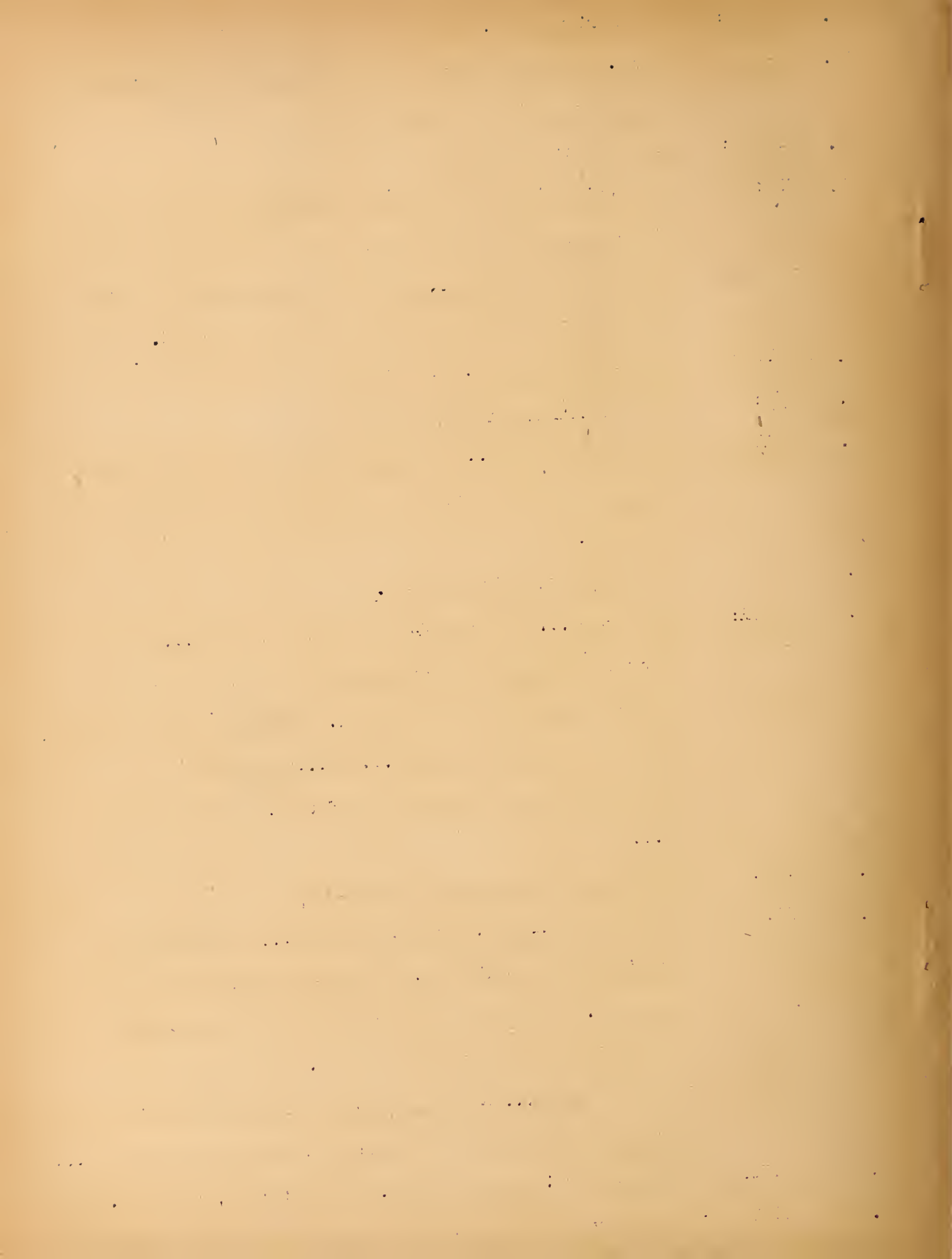
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-oOo-

1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER....CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.
5. MUSIC: PEANUT VENDOR THEME...FADE BEHIND.
6. SOUND: OVER MUSIC...PEANUT WHISTLE.
7. VENDOR: Peanuts! Hot roasted peanuts! Who wants to buy peanuts...  
(FADING) Five cents a bag...fresh salted peanuts.
8. SOUND: FADES OUT...
9. MUSIC: FADE OUT UNDER:
10. FREYMAN: My, that's an appetizing sound, Johnny!
11. JOHN: And oh boy...the whiff of hot roasting peanuts on a brisk autumn day...you can't beat it.
12. FREYMAN: There's something so all-American about "peanuts, 5 cents a bag!"
13. JOHN: All-American? I believe you have something there, Mrs. Freyman. But even so it may surprise you to know...that peanuts have been grown on American soil since about, well nearly a thousand years B.C.



14. FREYMAN: On American soil, Johnny?
15. JOHN: Sure! And that's what we're going to hear about today on our peanut edition of CONSUMER TIME.
16. FREYMAN: The history of peanuts?
17. JOHN: It's quite a romantic story, Mrs. Freyman. But in addition to that...we're going to hear some new, wonderful products that are made from peanuts...and also...some suprising things I'll bet you didn't know about peanuts as a food.
18. FREYMAN: All right, Johnny...tell away!
19. MUSIC: MINOR VERSION OF OPENING THEME.
20. NARRATOR: In the first place...to begin at the beginning...I believe we should establish the fact that the peanut is not a nut but a pea.
21. JOHN: Some people call it a goober.
22. NARRATOR: Or a pinder...or a ground-pea, or an earth nut... But a peanut is a vegetable that grows on a vine, and the peanuts themselves ripen under the ground. In this country they are grown in the Southern States...and...you wouldn't think of going to a circus without a bag of them. So much for what they are...
23. FREYMAN: And you say they began in America...
24. NARRATOR: South America...Peru, Brazil, Paraguay... Scientists and historians have spent many, many years tracing the origin of the peanut. They have tried to find out how far back in civilization man has enjoyed peanuts, and just exactly where they first began... Archaeologists excavating an ancient cemetery in Peru have come across some amazing discoveries...  
(FADE)
25. SCIENTIST: (EXCITED) Hey! Just a minute. Look at this, will you!
26. SCIENTIST TWO: What have you got now?





27. SCIENTIST: It's only part of what must have been a water jug or a vase...
28. SCIENTIST TWO: Well, I know...but we've found a lot of those...what's so different about that one?
29. SCIENTIST: Sure...but look...look at this design. Do you know what that decoration is? We've never come across one of those!
30. SCIENTIST TWO: Wait a minute...that looks to me like...it is! Peanuts! That's a peanut design on that vase...sure as anything.
31. SCIENTIST: Peanuts! That design proves these ancient tribes...were eating goobers as far back as 950 B.C. Can you believe it?
- PAUSE:
32. NARRATOR: And again...as further proof that prehistoric housewives of the Inca tribes enjoyed a handful of peanuts now and then ...archaeologists discovered peanuts in mummy graves. Mummies were buried with their work baskets, their sewing tools...perhaps a loom...and alongside of them was often a gourd or a basket containing a handful of...peanuts.
33. FREYMAN: And then I suppose it was just natural, through the centuries, for peanuts to migrate north to North America.
34. JOHN: Well, oddly enough...that's not the way they got here.
35. NARRATOR: They left South America on the earliest slave ships that piled between that continent and the coast of Africa. Peanuts took to the African climate, and grew in great quantities.
36. JOHN: Then it wasn't until colonial times...when slave ships began coming from Africa to the North American colonies that peanuts were grown in this country.
37. NARRATOR: The slave traders found out early...that on the long journey across the Atlantic peanuts made the best food for their human cargo. They were cheap and plentiful. And the slaves who ate the most peanuts...were the healthiest...by the time they reached their destination.





38. FREYMAN: And so that's how peanuts got to this country. On slave boats.
39. JOHN: Yes...but you know at first...they were just grown here as a curiosity...a garden plant, nothing more.
40. NARRATOR: But believe it or not...what started Americans eating peanuts in a really big way was nothing less than the war between the States.
41. MUSIC: BRIEF BRIDGE AND FADE OUT UNDER...
42. SOUND: GUNS IN BACKGROUND...FAINT...
43. SOLDIER: (HUSHED) Hold up there a minute, Zeke...I got my foot caught in something...
44. SOLDIER TWO: You're always tripping up somewhere when we're in a hurry to take cover...
45. SOLDIER: Aw, you'd fall on your face too, if you were as hungry as I am.
46. SOLDIER TWO: As hungry as you are! I haven't had anything to eat for a day and a half...not a thing but a cup of cold coffee...say there you caught in a bramble or something? Got up off the ground boy.
47. SOLDIER: It's a vine of some kind...but wait.
48. SOLDIER TWO: What do you mean "wait"? Don you know there's a war on?
49. SOLDIER: Look here Zeke. I think I've found something. Look at this. It's some nuts, growing on this vine.
50. SOLDIER TWO: Nuts growing on a vine. You act like you've never heard of peanuts before... (DOUBLE TAKE) Peanuts! Did you say you found peanuts?
51. SOLDIER: Sure, look, they're growing all around here. You mean you can eat 'em?
52. SOLDIER TWO: Eat 'em! Move out of my way soldier! We're staying for dinner right here in this little peanut patch. And I wouldn't care if a cannon ball fell right smash down... (FADE INTO MUSIC)



53. MUSIC: CROSSFADE...BRIDGE...

54. NARRATOR: Yes, the hungry soldiers on both sides...turned to peanuts for sustenance, when they could find them. And when the war between the states was over, the Union Army liked them well enough to carry them back home. The Confederate Army carried their taste for peanuts even farther south. And from then on, we've been eating more and more and more...peanuts!

55. FREYMAN: Then it's been only about seventy-five years...that peanuts have been widely known in this country.

56. JOHN: Well, yes...but of course they weren't suddenly popular overnight. They first became really popular almost as a joke.

57. VENDOR: They appeared in P.T. Barnum's Circus. The story goes that a peanut vendor went up to Barnum himself and said....  
(ITALIAN) Look Mr. Barnum...I got the question to ask you please.

58. BARNUM: Well, what is it...speak up.

59. VENDOR: Mr. Barnum, look, I laka to sell da peanutta in your show.  
How mucha you charge?

60. BARNUM: Get out of here. What nonsense. Who would ever want to eat peanuts at a circus?

61. MUSIC: BRIEF BRIDGE AND OUT

62. JOHN: But somehow the vendor got his way, and was soon selling peanuts to the circus crowds. And he certainly succeeded because to this day no circus is complete without peanuts. Now of course we can't exactly prove this tale...but...that's the way the story goes.

63. FREYMAN: But anyhow...circuses helped peanuts get to be as popular as they are...

64. JOHN: Yes...and something else happened, too. You see, farmers just weren't growing many peanuts back about twenty years ago. Peanuts were grown only in North Carolina and Virginia. And farmers in the rest of the South were growing mostly cotton,



65. NARRATOR: And then, suddenly...the boll weevil attacked cotton all through the South. And many farmers had to find a crop to substitute for their destroyed cotton. So many of them took to growing peanuts.
66. JOHN: And that's why we have plenty of peanuts for everybody in the U.S.A.
67. NARRATOR: In fact...this year's harvest, 1945, is one of the largest crops of peanuts in America's history.
68. MUSIC: BRIDGE
69. FREYMAN: I've heard it said...that a man with real will-power...is the man who can eat only one salted peanut. Only one and no more.
70. JOHN: Well, somehow, Mrs. Freyman, I just don't seem to have a strong will like that.
71. FREYMAN: I don't either, Johnny.
72. NARRATOR: But actually...there's no reason to exercise such a will power, you know. After all...peanuts are one of the finest foods known to man.
73. FREYMAN: Now wait a minute. How could that be? I mean, they're fun to eat...I always serve them at parties...and I eat them in the peanut gallery at the show...but I never thought of them exactly as an important food.
74. JOHN: Lots of people don't...but you see...
75. NARRATOR: Peanuts are a rich source of vitamins...of body building proteins...and of certain minerals. They're particularly rich in the valuable Vitamin B<sub>1</sub>. For instance...
76. SCIENTIST: A few pennies worth of peanuts...an ounce, perhaps...contains many times more Vitamin B<sub>1</sub> than the same amount of milk...  
and  
potatoes...ham or spinach.../far more Vitamin G, or riboflavin.



10

[illegible]

1. *Chlorophyll a* (Chl *a*)

77. NARRATOR: In fact...the peanut skin, that thin papery skin around the nut itself, is the richest source of Vitamin B known to man.
78. FREYMAN: My goodness, and I've been simply throwing those little brown skins away...they taste sort of bitter.
79. NARRATOR: Well, they're a good food. And as a matter of fact, scientists have been experimenting with them...growing peanuts with white skins, that aren't bitter at all, but have the same high food value.
80. FREYMAN: So people will eat them along with the peanut?
81. NARRATOR: Well mainly because of this: Mainly because they can be ground up with the peanuts in making peanut butter . You see now, because of their bitter taste, and their dark color, they can't be used this way. But the white kind of skins, which taste fine...and have the same amount of Vitamin B, will be included in peanut butter...and make it all the more nourishing.
82. FREYMAN: My goodness, the things I learn. Well now tell me this, is it true that if I eat a half a peanut I can think better for an hour? I've heard that somewhere.
83. JOHN: (LAUGH) Well, Mrs. Freyman...scientists have found that one half a salted peanut provides you with the extra calories needed to do one hour of intensive mental work.
84. FREYMAN: Oh, I see. I suppose you're thinking/for me it<sup>that</sup>would take more than a half a peanut...
85. JOHN: Well, it might at that! And now, Mrs. Freyman...something else about peanut butter...did you know that it's made simply and solely of ground up peanuts...with just a little salt added?
86. FREYMAN: Is that so, Johnny?





87. JOHN: Absolutely. And that peanut butter is the leading use for peanuts?
88. FREYMAN: Why I thought that salted peanuts were used more.
89. JOHN: They come next...and then peanut candy. And of course, hundreds of millions of pounds are crushed to make oil for and vegetable shortening / oleomargarine and salad oil.
90. NARRATOR: Every bit of the peanut is used in some way. What's left over from the pressing to make peanut oil, is used for animal feed. Hogs eat the peanut vines...and peanuts too. You've heard of peanut-fed hogs.
91. FREYMAN: Yes..I have. But I'll wager that nobody has ever found a use for the plain old peanut hulls.
92. JOHN: Sure! In the shelling and crushing mills...the hulls are used as a fuel...and they make a very good fuel, too.
93. FREYMAN: My what a busy little bean the peanut is. And we're certainly getting the whole story on it today, aren't we Johnny?
94. JOHN: Yes...and here's one of the most interesting parts of our story.
95. FREYMAN: What's that, Johnny?
96. JOHN: Well, I think that you, as a housewife, Mrs. Freyman...would like to hear a few ways you can use peanuts in preparing meals.
97. FREYMAN: Well if they're such a good food...and have all that Vitamin B..
98. JOHN: And they're cheap, too...remember...
99. FREYMAN: Yes indeed they are...so....
100. JOHN: Well, first of all you can make your own peanut butter...just by grinding them up and adding butter and salt.
101. FREYMAN: That ought to be good!

[illegible]

2. The  $\mathcal{H}_2$  norm of the system is  $\sqrt{2}$ .

[illegible]

• *Staphylococcus aureus* (Staph aureus) is the most common cause of skin infections. It is a gram-positive, spherical bacterium that can form clusters. It is often found on the skin and in the nose. It can cause a variety of infections, including skin abscesses, impetigo, and cellulitis. It is also a common cause of food poisoning and hospital-acquired infections.

[illegible]

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

1. 1990年12月，在《中国环境报》上，刊登了“中国环境科学出版社”

[illegible]

102. JOHN: Then of course there's peanut brittle and peanut popcorn balls...
103. FREYMAN: I've made those...
104. JOHN: And peanut cookies and cakes, peanuts in salads, meat dishes, vegetable dishes.... I've even heard of cream of peanut soup!
105. FREYMAN: I guess I'll have to start experimenting, Johnny.
106. JOHN: You should do that. Just about anything you think up to do with them ought to be good...and certainly good for you.
107. MUSIC: LIGHT BRIDGE.
108. NARRATOR: And now to our final chapter...on the story of peanuts.  
Some of the new uses of this versatile little bean!
109. FREYMAN: I've heard that they're experimenting on making cloth out of peanuts.
110. JOHN: Yes, there is a peanut textile. And I understand that peanut hulls can be used in manufacturing nylon hose.
111. NARRATOR: Many of the new uses for them... were discovered by the famous scientist George Washington Carver. He, incidentally, discovered that peanut oil was highly effective in treatment for infantile paralysis. And it is used to this day.
112. FREYMAN: Then of course, peanuts are used in oleomargarine and cooking fats, and flour too...
113. JOHN: And salad oils...and even linoleum, printers ink, shampoo and axle grease.
114. NARRATOR: And instant coffee, paper, pickles, dyes, shaving lotions... we could go one and on... Scientists have discovered over three hundred uses for the peanut.
115. JOHN: They were an important part of soldiers rations during the war...because they are so rich in vitamins and proteins.
116. NARRATOR: And it is as a food that they are most valuable.
117. MUSIC: UNDER

1. The first of the three main branches of the ...	...
2. The second of the three main branches of the ...	...
3. The third of the three main branches of the ...	...
4. The fourth of the three main branches of the ...	...
5. The fifth of the three main branches of the ...	...
6. The sixth of the three main branches of the ...	...
7. The seventh of the three main branches of the ...	...
8. The eighth of the three main branches of the ...	...
9. The ninth of the three main branches of the ...	...
10. The tenth of the three main branches of the ...	...
11. The eleventh of the three main branches of the ...	...
12. The twelfth of the three main branches of the ...	...
13. The thirteenth of the three main branches of the ...	...
14. The fourteenth of the three main branches of the ...	...
15. The fifteenth of the three main branches of the ...	...
16. The sixteenth of the three main branches of the ...	...
17. The seventeenth of the three main branches of the ...	...
18. The eighteenth of the three main branches of the ...	...
19. The nineteenth of the three main branches of the ...	...
20. The twentieth of the three main branches of the ...	...
21. The twenty-first of the three main branches of the ...	...
22. The twenty-second of the three main branches of the ...	...
23. The twenty-third of the three main branches of the ...	...
24. The twenty-fourth of the three main branches of the ...	...
25. The twenty-fifth of the three main branches of the ...	...
26. The twenty-sixth of the three main branches of the ...	...
27. The twenty-seventh of the three main branches of the ...	...
28. The twenty-eighth of the three main branches of the ...	...
29. The twenty-ninth of the three main branches of the ...	...
30. The thirtieth of the three main branches of the ...	...
31. The thirty-first of the three main branches of the ...	...
32. The thirty-second of the three main branches of the ...	...
33. The thirty-third of the three main branches of the ...	...
34. The thirty-fourth of the three main branches of the ...	...
35. The thirty-fifth of the three main branches of the ...	...
36. The thirty-sixth of the three main branches of the ...	...
37. The thirty-seventh of the three main branches of the ...	...
38. The thirty-eighth of the three main branches of the ...	...
39. The thirty-ninth of the three main branches of the ...	...
40. The fortieth of the three main branches of the ...	...
41. The forty-first of the three main branches of the ...	...
42. The forty-second of the three main branches of the ...	...
43. The forty-third of the three main branches of the ...	...
44. The forty-fourth of the three main branches of the ...	...
45. The forty-fifth of the three main branches of the ...	...
46. The forty-sixth of the three main branches of the ...	...
47. The forty-seventh of the three main branches of the ...	...
48. The forty-eighth of the three main branches of the ...	...
49. The forty-ninth of the three main branches of the ...	...
50. The fiftieth of the three main branches of the ...	...

118. JOHN: And so ends CONSUMER TIME's story of peanuts...and their use and importance to you.
119. MUSIC: BRIDGE
120. FREYMAN: Be sure to be with us next week when we tell all about the food situation for the coming year...what foods will be more plentiful...and what will still be in fairly short supply.
121. JOHN: That's next Saturday...on
122. SOUND: CASH REGISTER
123. ANNCR: CONSUMER TIME!
124. SOUND: CASH REGISTER...CLOSE DRAWER.
125. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the U. S. Department of Agriculture through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.



